# GADGETS AND TECH checklist &



# PUBLISHED WITH Evening Standard ON TUESDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Gadgets and Tech Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in *The London Evening Standard*.

The Evening Standard reaches smart opinion formers in and around London, with the paper read by a predominantly upmarket and techsavvy audience who are working in professional occupations. Gadgets and Tech Checklist will therefore serve as an essential guide for these readers to discover how to live an easier life with the latest tech trends and devices.

It will showcase a high-quality selection of products to benefit these readers, ranging from the best and most up-to-date apps, kitchen and domestic gadgets, computing, gaming, audio and hi-fi products, security options and home automation systems.

Gadgets and Tech Checklist is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who, when presented with accurate, reliable information, are highly suggestible to purchasing new products and services.

## PARTICULARLY CONSIDERING

- 70% of readers have acted upon advertising in The Evening Standard
- 65% of readers are ABC1 social groups
- 23% have used a coupon or promo code
- 91% of readers are more likely to feel like they are achieving in life
- 62.9% of readers have a household income of £40,000 or more



**1.5** M Daily print readership of The Evening Standard

33%

of readers have a higher income than the national average

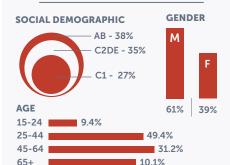
70%

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91%

of readers feel that they are achieving in life

# **DEMOGRAPHICS**



# DISTRIBUTION

- 886,000 copies of The Evening Standard published daily
- 1,580,000 average issue readership
- Distributed within the London and Carlton regions

# **RATE CARD**

Third page **£8,500** 

Quarter page £6,750

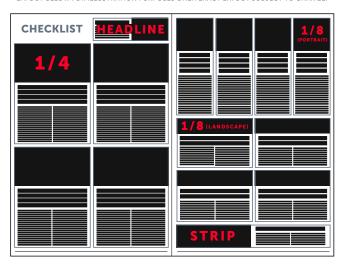
Sixth page **£5,000** 

Competition upgrade £1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

# 1/4, 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY, EXACT LAYOUT SUBJECT TO CHANGE



# QUARTER PAGE

Portrait: 134 5 x 1377 mm

Images

Landscape: 134.5 x 67 mm Portrait: 65.25 x 137.7 mm

**EIGHTH PAGE** 

count

200-250 words **Total word** i.e. Discount offer, website, Call to phone, or social links action

Call to action Images

2 images + logo

Total word 70-100 words

> i.e. Discount offer, website, phone, or social links

1 image + logo

#### STRIP Landscape: 267 x 42.5 mm

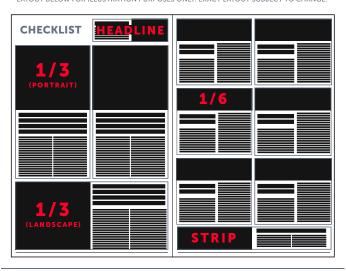
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

**Images** 2 images + logo

# 1/3, 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY, EXACT LAYOUT SUBJECT TO CHANGE



## THIRD PAGE

Total word

Landscape: 273 x 90.4 mm Portrait: 134.5 x 185 mm

count i.e. Discount offer, website, Call to phone, or social links action 2-3 images + logo Images

200-300 words

SIXTH PAGE

Landscape: 134.5 x 90.4 mm

Total word 120-150 words count Call to i.e. Discount offer, website, phone, or social links action 1-2 image + logo Images

#### **HEADLINE** Landscape: 134.5 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

# **SUPPLYING CONTENT**

# **IMAGE SPECIFICATIONS\***

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out vour advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

#### **COPY SPECIFICATIONS**

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

# FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service wetransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

# **DESIGN PROCESS**

- Once all material is submitted according to specification, Hurst Media will layout your advertorial within the pre-approved house style of the publication.
- Supplied copy will by subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style
- Layouts may vary depending on style of images and/or text supplied.

# **APPROVALS & AMENDMENTS**

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25

#### **CONTACT DETAILS**

Hurst Media Company, United House, North Road, N7 9DP Company number: 08357910 VAT number: 161866882

Gadgets & Tech Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The Times* 

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

# **MEDIA SALES**

Tel: 0203 478 6017 Fax: 0203 478 6018 sales@hurstmediacompany.co.uk

#### PRODUCTION DEPARTMENT

Tel: 0203 770 4020 production@hurstmediacompany.co.uk



<sup>\*</sup> Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.